



icn
business school
ARTEM

Bienvenue ! Welcome ! 환영 !
Bienvenidos ; Willkommen ! 歡迎
迎 ! Benvenuto ! Добро
позаловать ! Welkom ! ยินดี
ต้อนรับ !

The icn Summer Program

Figures about the school

International campus



- ➔ 3.000 students, including 38% of foreign students
- ➔ 8 locations: Nancy, Metz, Paris (France), Nuremberg, Berlin (Germany), Chengdu, Shanghai (China), Dakar (Senegal)
- ➔ 70 full time permanent professors, including 50% of foreign professors
- ➔ 20 affiliated professors
- ➔ 300 part time external teachers (professional speakers, visiting professors, language teachers)
- ➔ More than 110 administrative staff
- ➔ Important network of company partners
- ➔ 47 student associations
- ➔ 129 partner universities in the world, 50 countries
- ➔ International events (integration week, buddy system, international forum, etc...)

A multi site school

Nancy, France



Metz, France



Offices abroad

- 2 in China
- 1 Latin America
- 1 in Africa

Paris (opening in January 2018), France



Nuremberg, Berlin Germany



Chengdu and Shanghai, China



- ## Offshore programs
- SENEGAL** - Dakar
 - ALGERIA** - Algiers



An accredited business school Top French business school



In 2018...



<http://www.efmd.org/accreditation-main/equis>

<https://www.mbaworld.com/>

<http://www.aacsb.edu/>

ICN Bachelor Sup'Est #1 Bachelor program in the Moci rankings and top 3 in Parisien Etudiant magazine

Master in Management #11 among the French Schools of Management by the **Financial Times**

Master in International Management – MIEX #1 Master of Science in the Moci rankings

New Nancy campus ARTEM



ARTEM

<http://artem-nancy.fr/home-page.html>

Art, Technology, Management

An innovative concept

**3 schools on the same
campus**

**ICN / The School of Art / The
School of Engineering**

Working together for the future

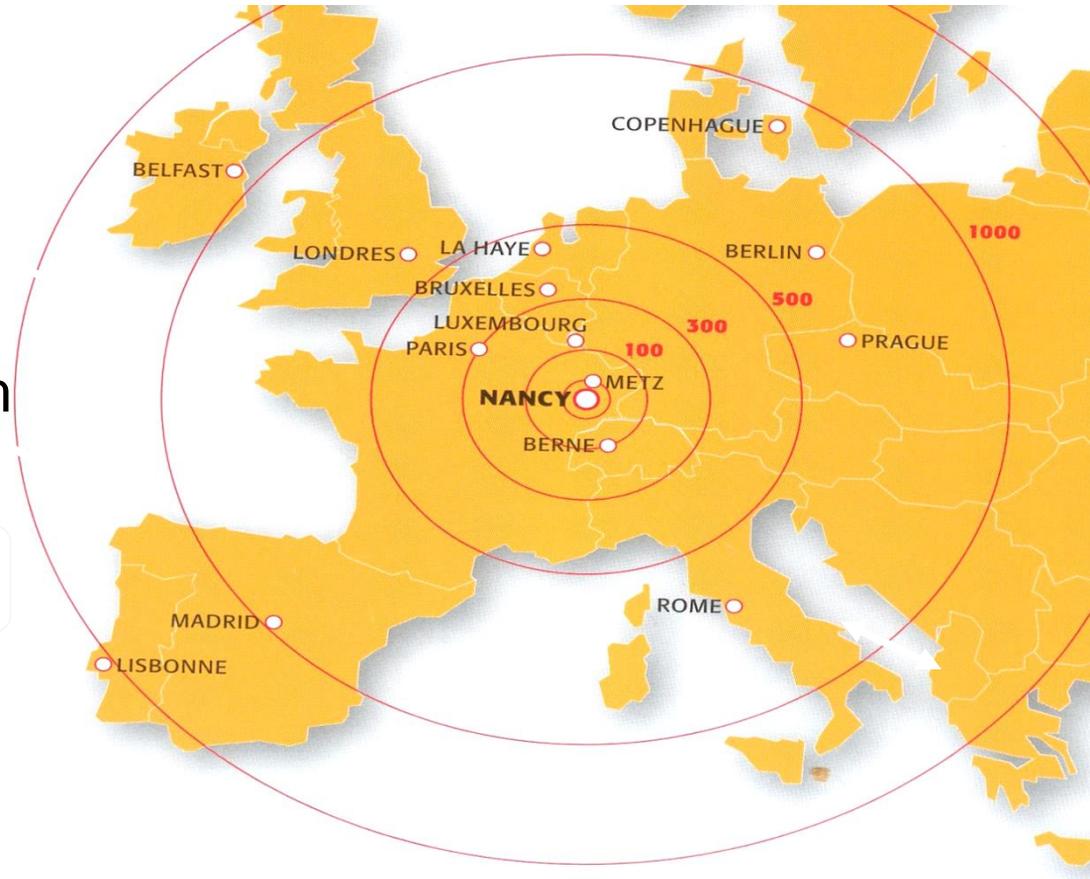




ICN in the heart of Europe



- Nancy - Paris
1h30
- Nancy - Amsterdam
5h00
- Nancy - Bruxelles
3h30
- Nancy - Munich
5h00
- Nancy - Luxembourg
1h30



ICN Summer Program

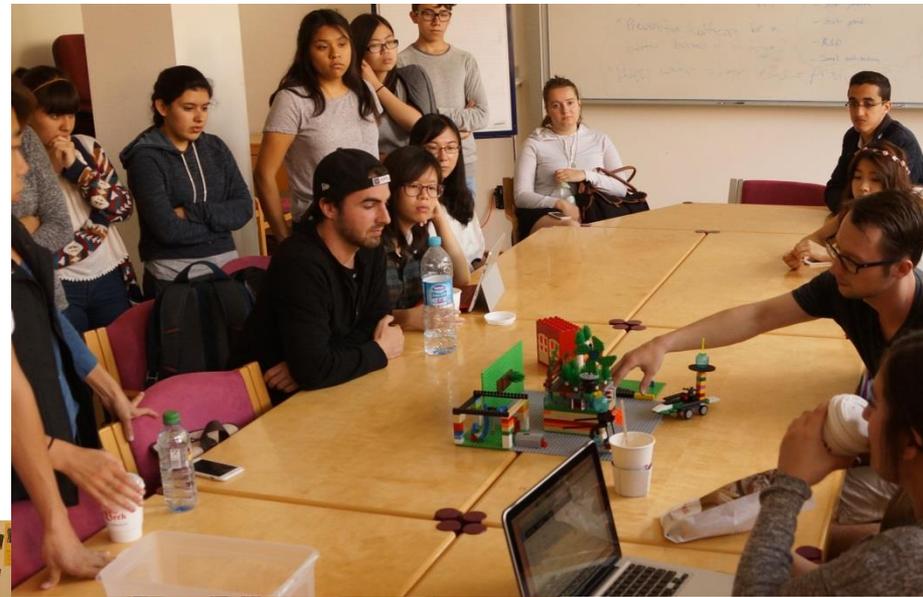
- 2 concentrations for students to choose from:
 - European Management,
 - European Marketing & Management of Luxury
- 5 Mandatory modules: European Institutions & French Perspective, Management & Business in Europe, Design Thinking & Innovation, German Economy & Perspectives on Business, Geopolitics and Future Challenges
- 1 week on ICN's campus in Metz
- 1 week on ICN's campus in Nancy
- 1 week on ICN's campus in Nuremberg, Germany
- 3 days in Stuttgart
- 3 days in Paris
- Students earn 10 ECTS credits
- Costs: 3 000 Euros (including tuition, housing, meals, company visits, transportation during the Program etc.)

ICN Summer Program

PART 1 All modules are mandatory	PART 2 All modules are mandatory	PART 3 Module 5 Students choose one among 2 concentrations, Module 6 is mandatory
MODULE 1 Campus Metz EUROPEAN INSTITUTIONS & FRENCH PERSPECTIVES <ul style="list-style-type: none"> - European Union Institutions - Geography of Europe - The EU and its Neighbors - European Culture and Identity - French Civilization - French History 	MODULE 3 Stuttgart DESIGN THINKING & INNOVATION <ul style="list-style-type: none"> - Ideation processes - Innovation and Technology transfer - Design Thinking workshop for future developments 	MODULE 5 Campus Nancy EUROPEAN MANAGEMENT CONCENTRATION <ul style="list-style-type: none"> - Organizational Behavior - International HRM - HRM in Europe - Managing Sports SMEs in Europe - International Negotiation
MODULE 2 Campus Metz MANAGEMENT & BUSINESS IN EUROPE <ul style="list-style-type: none"> - Leadership and Management Across Borders - Doing Business in France - Doing Business in Southern Europe - Doing Business in Eastern Europe - Business & Sustainability 	MODULE 4 Campus Nuremberg GERMAN ECONOMY & PERSPECTIVES ON BUSINESS <ul style="list-style-type: none"> - New History of Germany - SMEs and Family Business as Innovation Drivers in Germany - Innovation Management in Europe: - German Perspective on Europe - Leadership Culture in International Comparison 	EUROPEAN MARKETING AND LUXURY MANAGEMENT CONCENTRATION <ul style="list-style-type: none"> - Communication and Advertising in Europe - International Pricing and Distribution - Managing Luxury Brands - Design & Sustainable Luxury - Sourcing for Luxury Market MODULE 6 Campus Paris GEOPOLITICS AND FUTURE CHALLENGES <ul style="list-style-type: none"> - Geopolitics - Future Cities - Environmental Challenges

ICN Summer Program

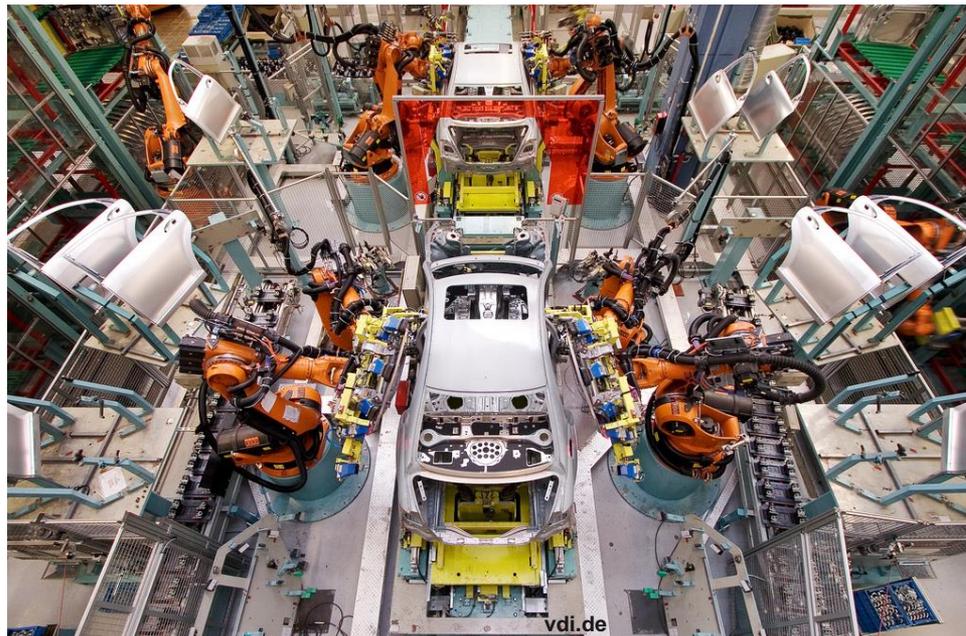
Highly interactive learning:



ICN Summer Program

Company visits:

- Daimler factory tour in Stuttgart, Mercedes museum, design thinking workshop
- Adidas headquarters in Nuremberg,
- BELVAL entrepreneurial and education city Luxemburg
- Dassault Systems in Paris region
- 1 company visit per concentration in Nancy



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 **DASSAULT SYSTEMES**

SUSTAINABLE & SMART CITIES

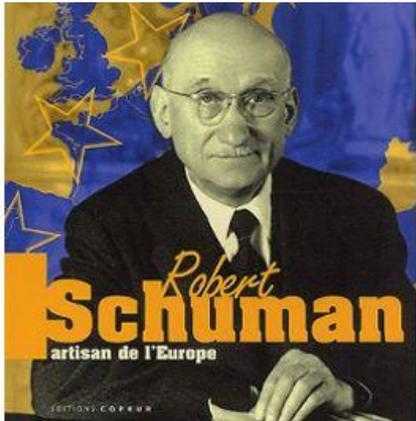
dasaultsystems.com



ICN Summer Program

Visits to European institutions

- European Commission in Brussels,
- Court of Justice in Luxembourg
- Robert Schuman Museum Metz



ICN Summer Program

Historical and city visits:

- Metz
- Brussels
- Munich
- Nuremberg
- Bamberg
- Nancy
- Paris



ICN Summer Program

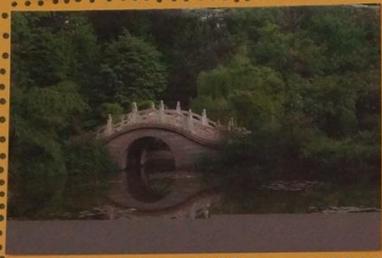
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- Nancy
- Paris



ICN Summer Program students' feedback

- Knowledge
- Meet new places
- Curious
- Learn



- Personal growth

- Traveler

- Open minded
- Networking
- Meet new persons



Summer Course

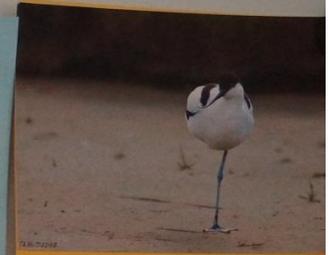
- ✓ New Places
- ✓ History
- ✓ Culture
- ✓ Travel
- ✓ Experience



- Learning & Knowledge! -



- ✓ Morning Breakfast
- ✓ Art
- ✓ Networking
- ✓ Unique
- ✓ New things



- Unique
- Intuitive
- Quizzical
- Determined
- Adventurous ✓
- Solid
-

ICN Summer Program students' feedback





Welcome to ICN

Nancy: Stanislas square



For further information:

About the Summer Program:

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About ICN:

https://www.youtube.com/watch?v=Qj9f_kR7BtE

<https://www.youtube.com/watch?v=qoxsLToY8PM>